ESP+ Technology Platform: From Search & Marketing Tools to Websites & Stores

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Executive Director, Corporate Accounts
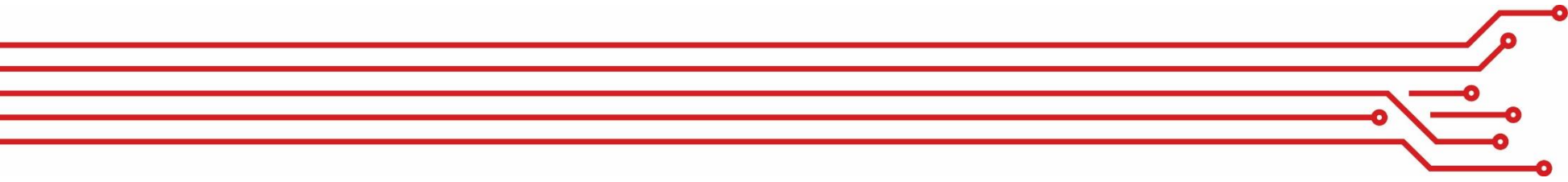
March, 2025

Agenda

1. **ESP+**

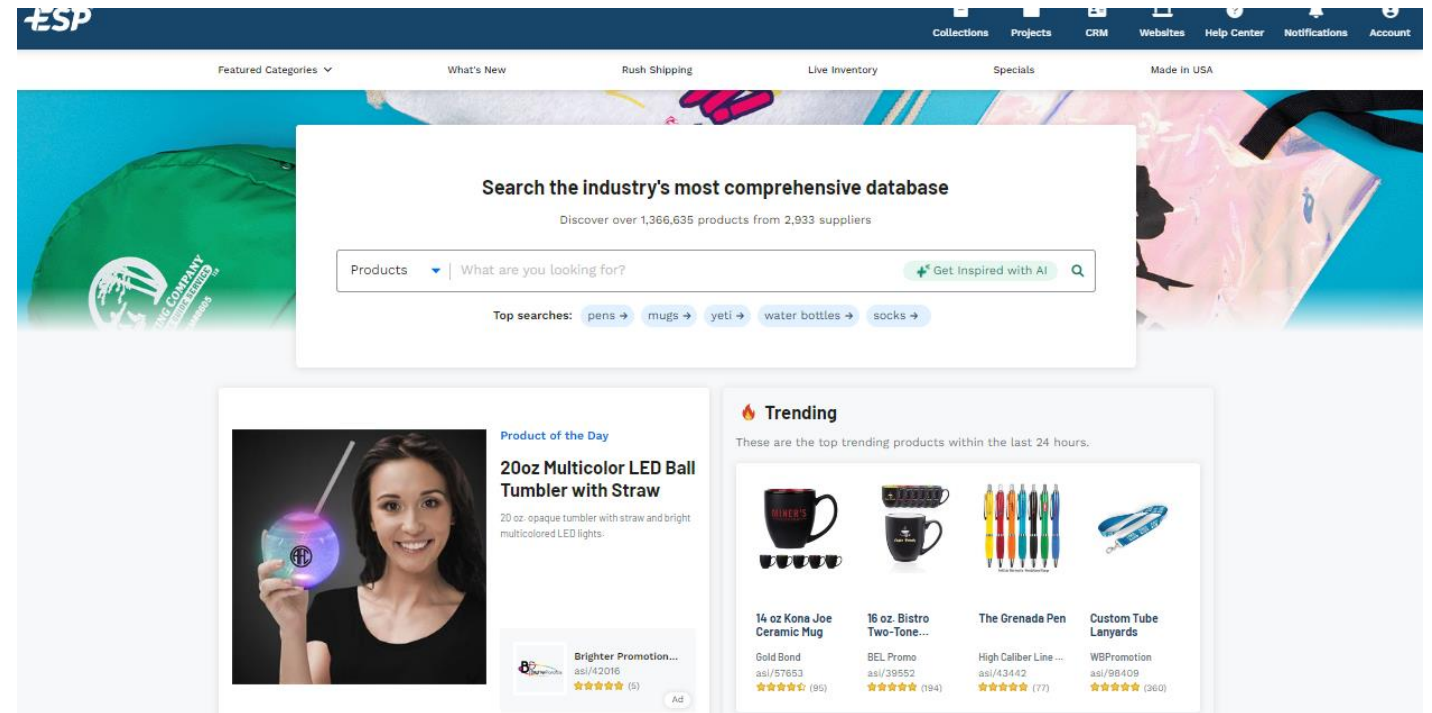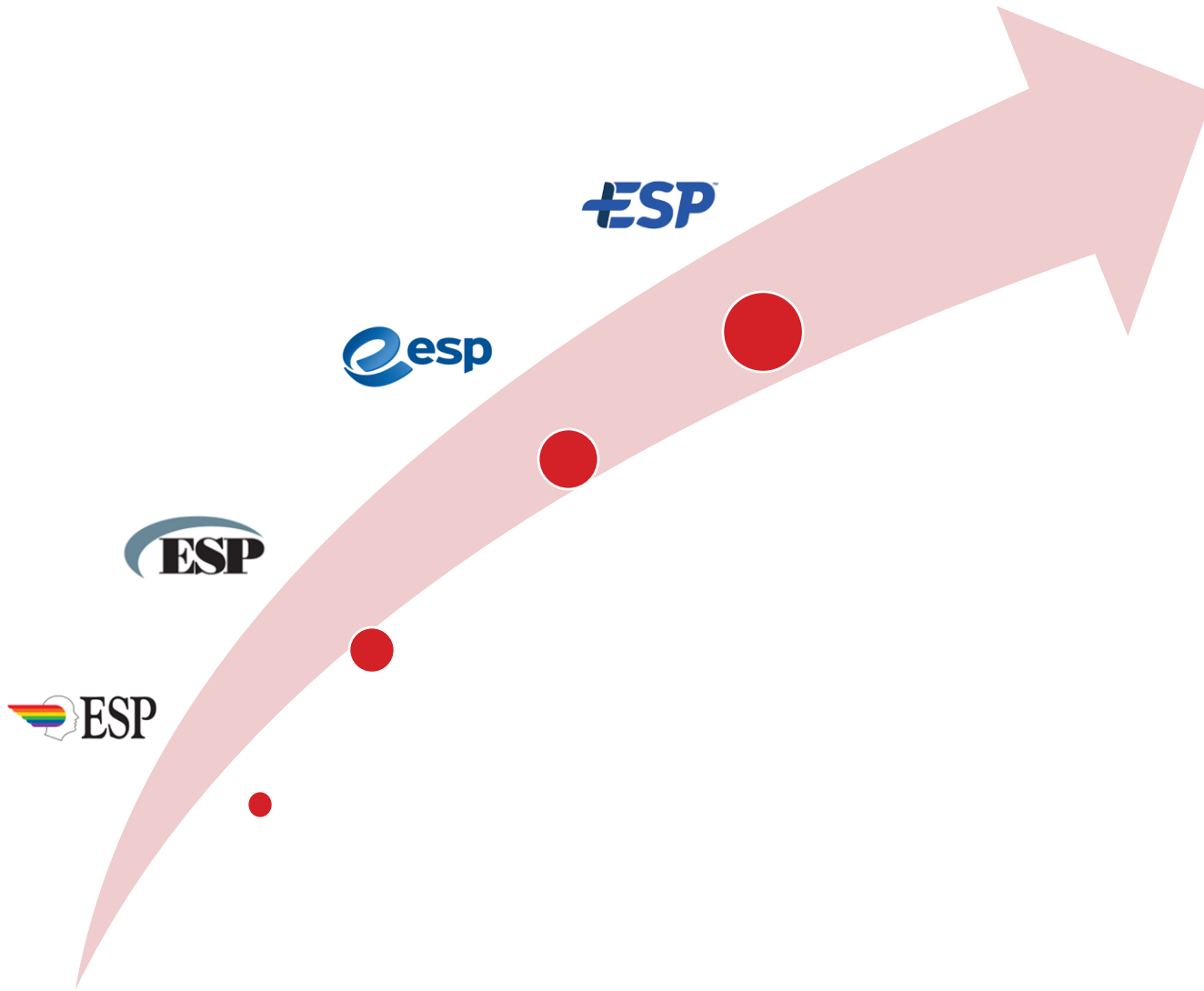**2.** **ESP+ Websites**

3. **ESP+ Stores**

ESP+

Introducing ESP+

Promotional Product Industry's #1 Product Sourcing Tool

- Connect to everything you need to source, sell and succeed with promo

- Connecting distributors to suppliers

- Hosting a product library of over 1.2 million promotional products

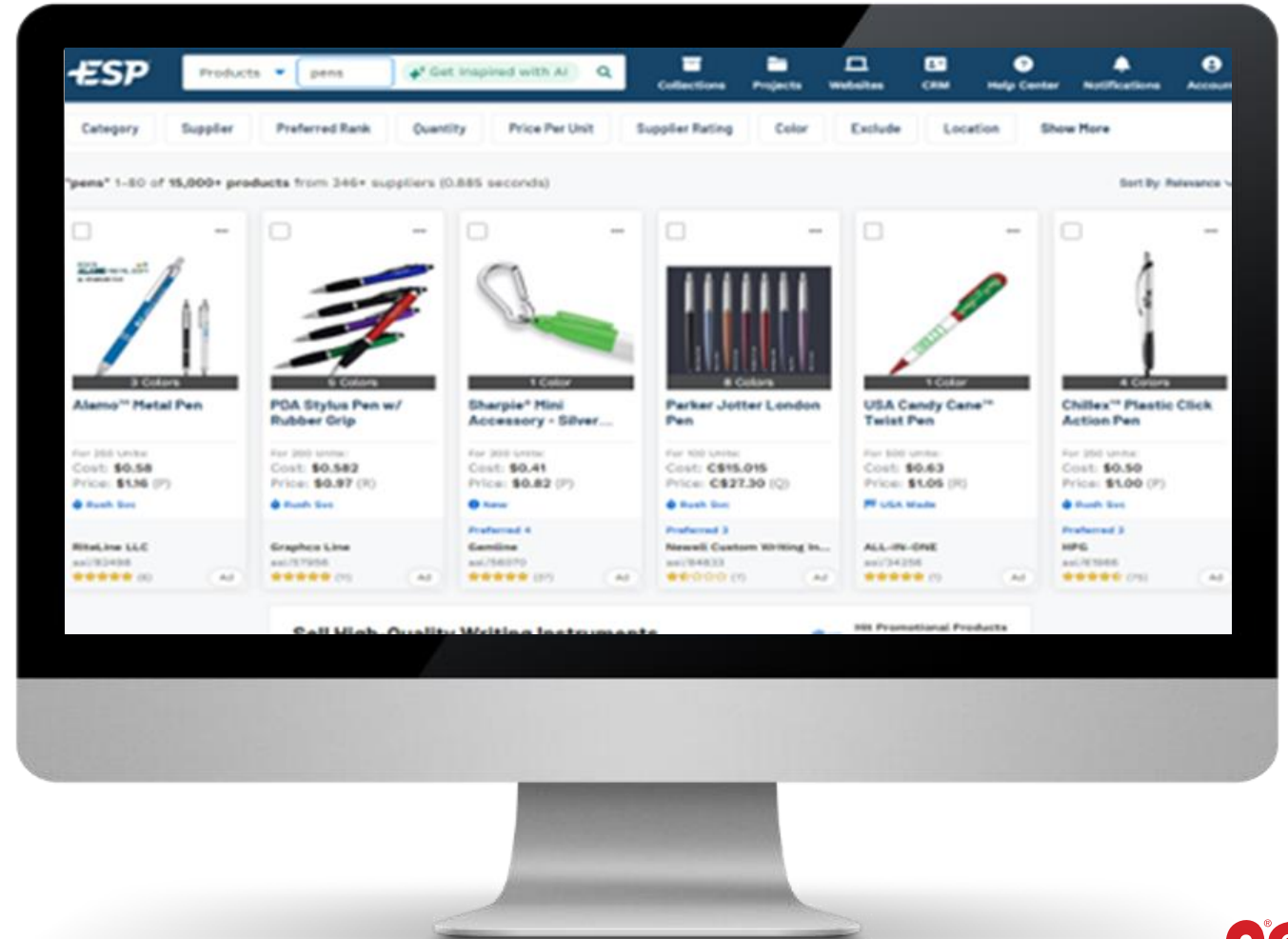# Inspiration Behind the Upgrade

- Setting a new standard on **efficiency**

- **Speed and ease** to navigate the platform

- Addressing **industry professionals' needs** and daily changes
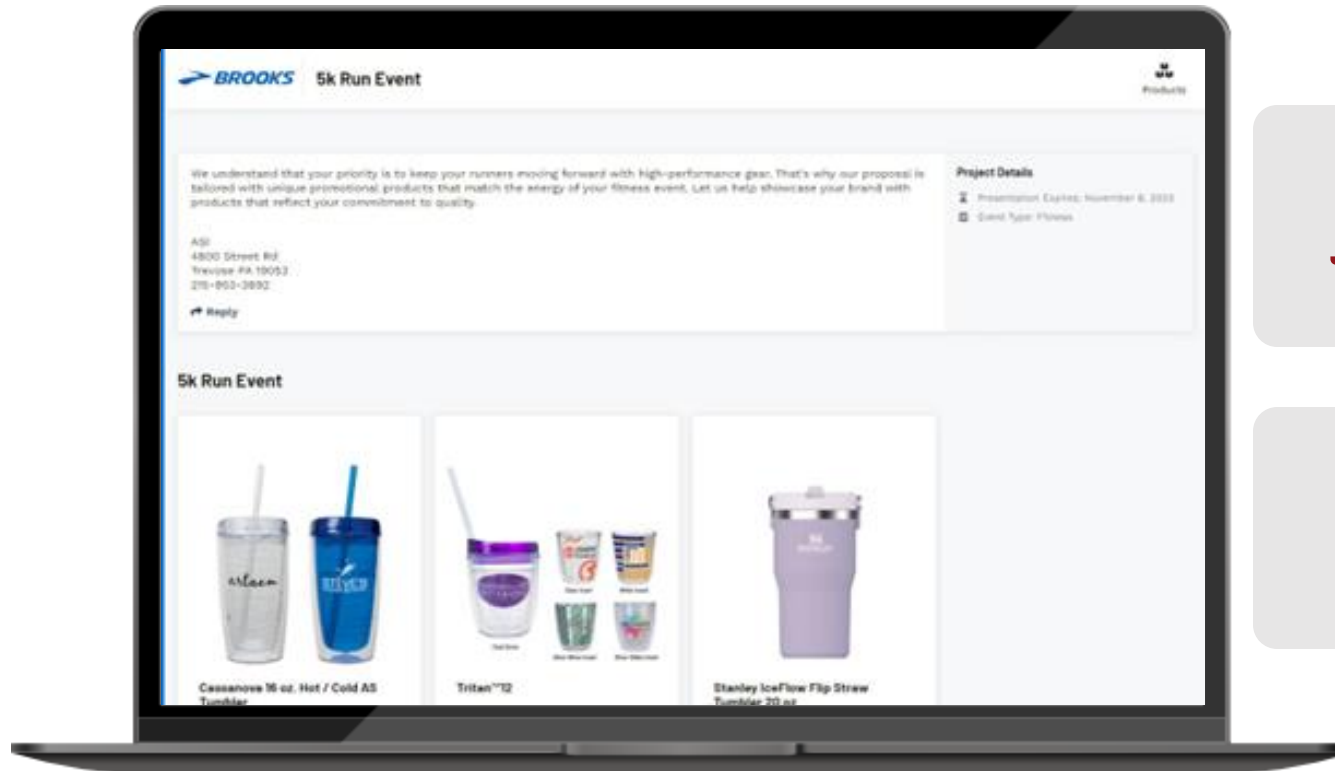
Elevate the Way You Work

Key Features of ESP+

- ✓ Enhanced Product Search capabilities
- ✓ AI fueled search
- ✓ Curated Collections
- ✓ Share and collaborate with other team members for enhanced engagement
- ✓ Professional & Personalized Presentations
- ✓ AI-fueled in-app copy writer for quicker presentation set-up
- ✓ Streamlined Ordering Process

Enhance Collaboration and Client Engagement

Leverage real-time insights and seamless communication to build stronger client relationships

Client Portal: Easily engage with your clients and act quickly with real-time notifications on their interactions

CRM: Record Product History for re-pitching products or leaving items out of future proposals
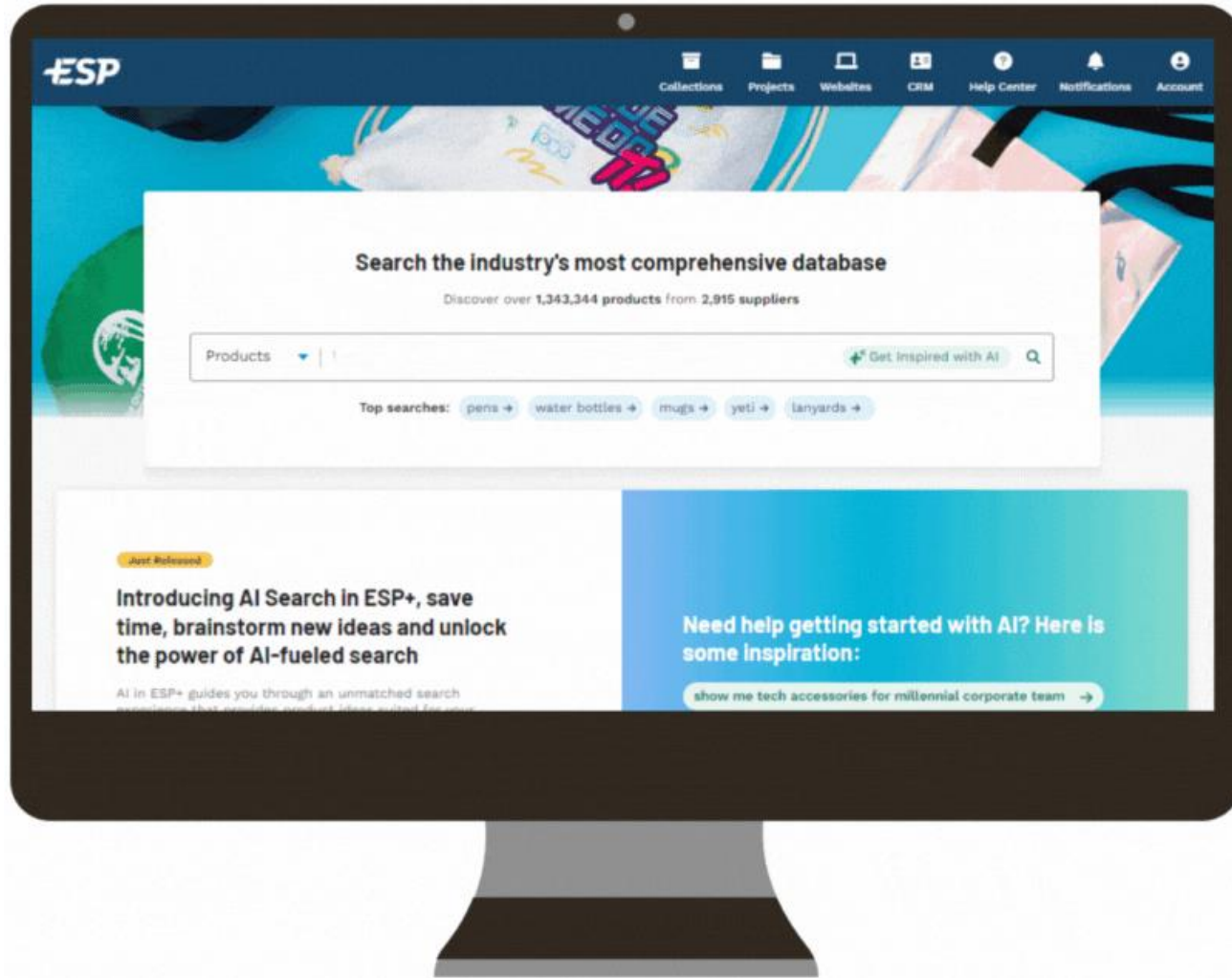
ESP+ Live Demo

ESP+ Websites

Maximize Your Online Presence with ESP+ Websites

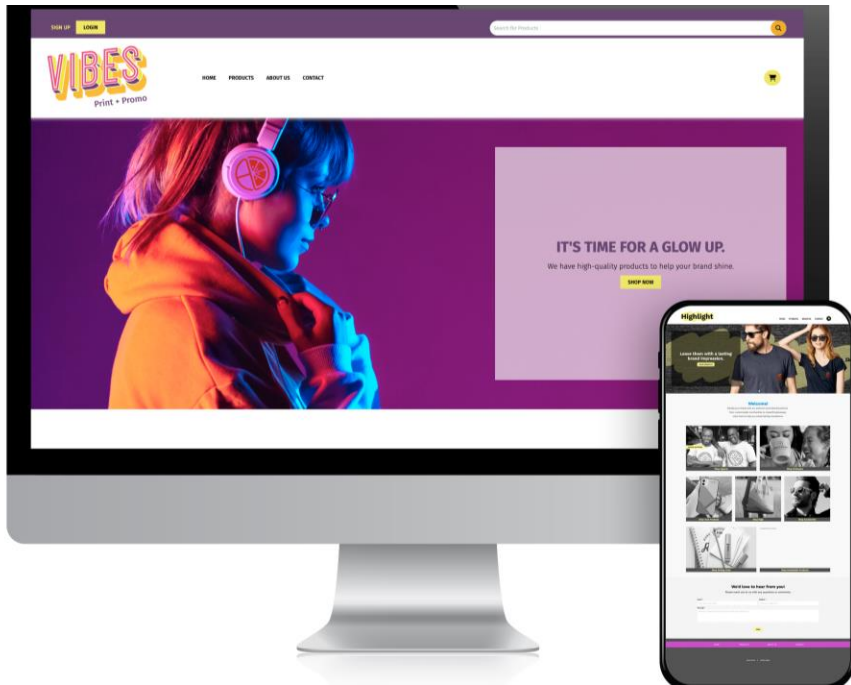Empower Your Business to Enhance Client Engagement and Simplify Backend Management

Advantages:

➢ A website that gives your clients' access to promo 24/7 – search fields pulls from ESP+

➢ An elite shopping experience for your customers

➢ Powerful tools to manage the backend

Seamless ESP+ Integration for Smarter E-Commerce

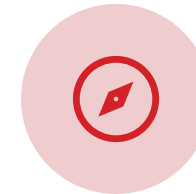Enhance Your Online Store with a Powerful, Easily Updatable E-Commerce Solution

Largest Industry Product Selection: Instantly access and manage over 1 million promotional products

SEO-Optimized Platform: Improve online visibility, maximize potential reach, and drive more traffic.
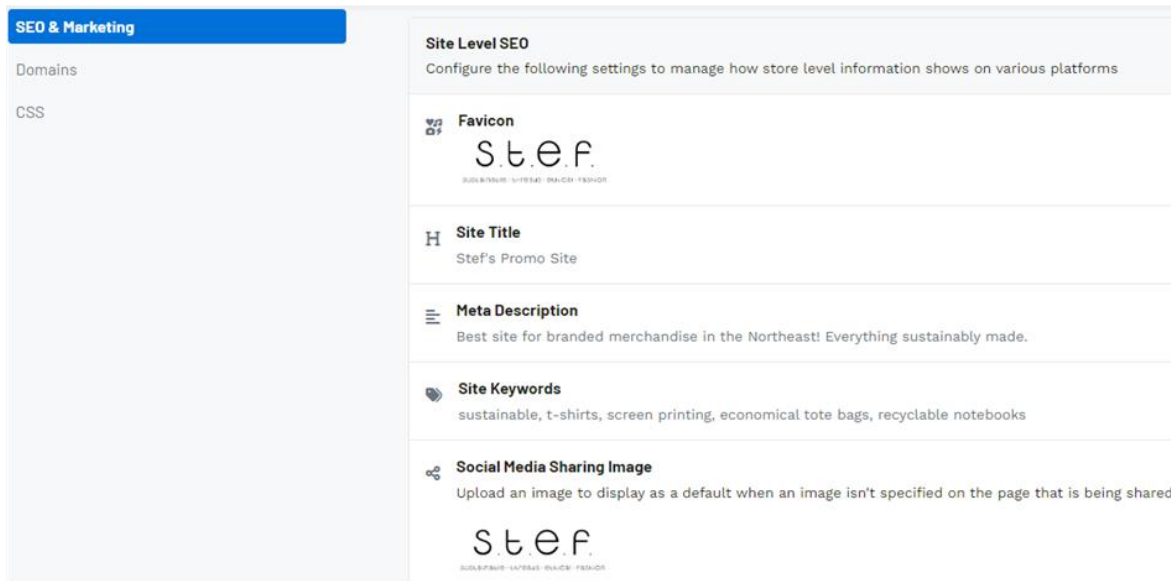
Automated Workflow: Get real-time notifications for quotes and orders.

Lightening Fast Navigation: A modern, intuitive interview ensures a smooth experience

The Power of SEO for Your Website

Improve Visibility, Drive Traffic, and Boost Engagement

SEO enhances website **rankings and visibility** on search engines.

Our platform ensures **modern SEO strategies** are in place.

Customers and prospects will easily **find you** with our optimized SEO features.

Keywords – The Building Blocks of SEO

Optimize Your Content for Maximum Discoverability

- Site Keywords define what your business specializes in.

- Proper keywords help your website **appear in relevant searches.**

- Examples: **Promotional products, t-shirts, screen-printing**.

Metatags – Your Website's Hidden SEO Boost

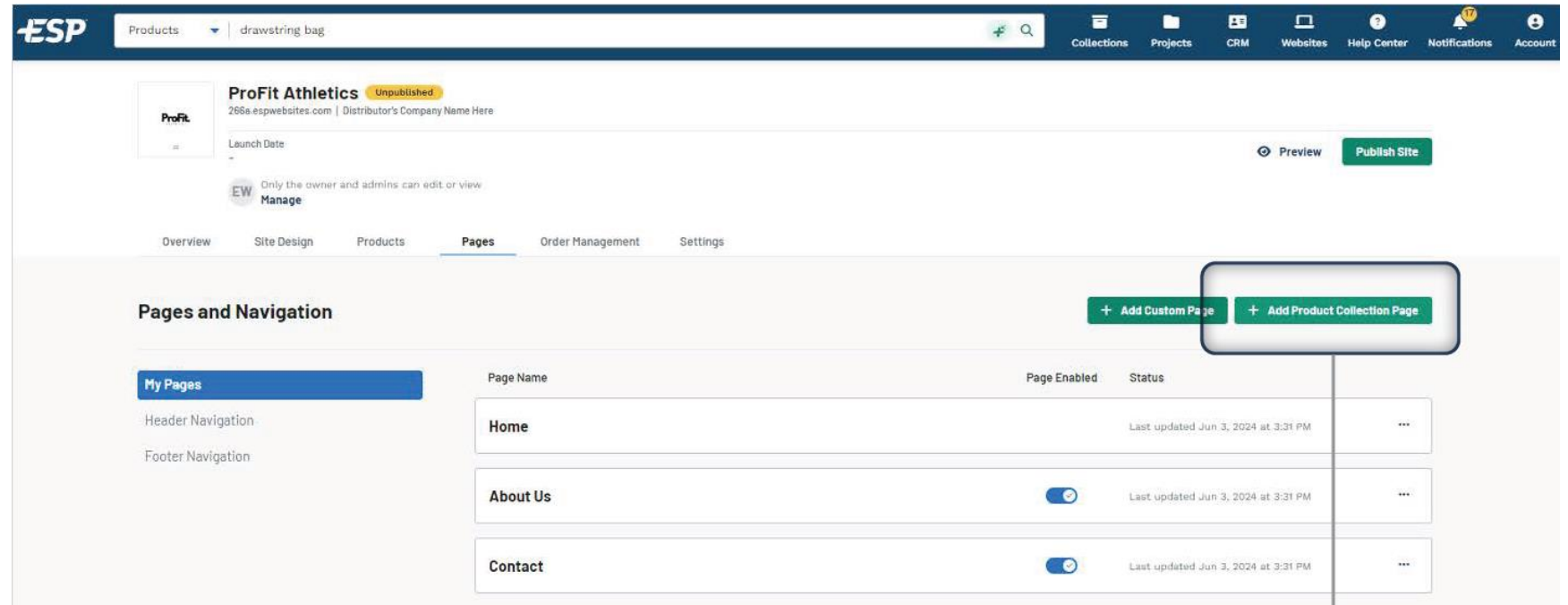Improve Search Engine Understanding with Metatags

- **Metatags describe your page's content** for search engines (hint: they don't appear on the page itself but in the page's code).

- **Meta Descriptions** provide a brief site summary ("Best site for branded promotional products in Florida! Everything is USA made").

- Well-crafted metatags **boost search rankings and user engagement.**

Effortlessly Add Collections to Your ESP+ Website

Simplify Website Management by Integrating Pre-Built Product Collections

- No need to manually select products for each page.

- Quickly add entire **Collections** with just a few clicks

- Manage pages, update headers, and expand product offerings for a seamless experience.

Add a Collection to Fill Your ESP+ Website with a Custom Slug

Create SEO-Friendly Pages with Clear URL Slugs

- Easily add your **pre-built product collections** to your website.

- Choose a **clear and relevant slug** for better SEO.

Understanding Slugs in Website URLs

Improve URL Structure for Better SEO & User Experience

What is a slug?
- The part of the URL that identifies a specific page in an easily readable format.

Example:
www.example.com/products/custom-tshirts (HINT: the slug is **custom-tshirts**)

Best Practices:
- Keep slugs **concise and descriptive.**
- Use **hyphens (-) instead of underscores for readability.**

See Your Collection Live!

Your Product Collection, Instantly Available on Your Website

ESP+ Stores

ESP+ Stores: ASI's Latest Innovation Powered by ESP+ Platform

Connect to Everything You Need to Source, Sell, and Succeed

INTRODUCING THE NEW ESP+ STORES

| Employee Recognition | Team Gear | Company Apparel | Fundraising Shop | Healthcare Industry |

Build & launch branded client stores with ease.

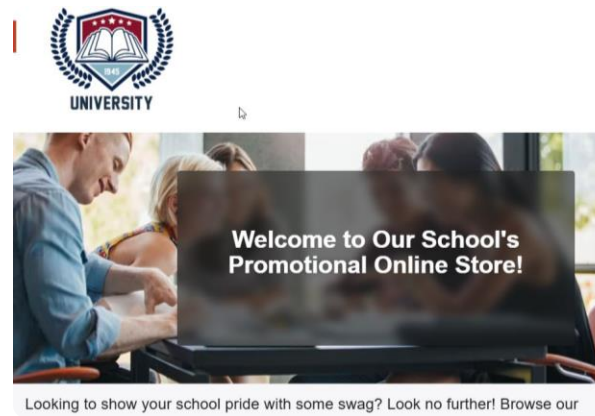| One Platform for Everything You Need | ESP+ Stores Streamlines Operations, Saving You Time to Focus on Growing Your Business | Grow Faster with an Easy-to-Manage E-commerce Solution Built for You and Your Clients |

Deliver Curated, Personalized Online Stores for Your Clients

Custom Solutions Tailored to Meet Client Needs

Deliver Personalized Experiences

Offer your customers tailored online storefronts built to meet their unique needs.

Simplify Solutions for Busy Clients

Provide seamless, curated stores that save time and deliver the exact products your clients want – effortlessly and efficiently.
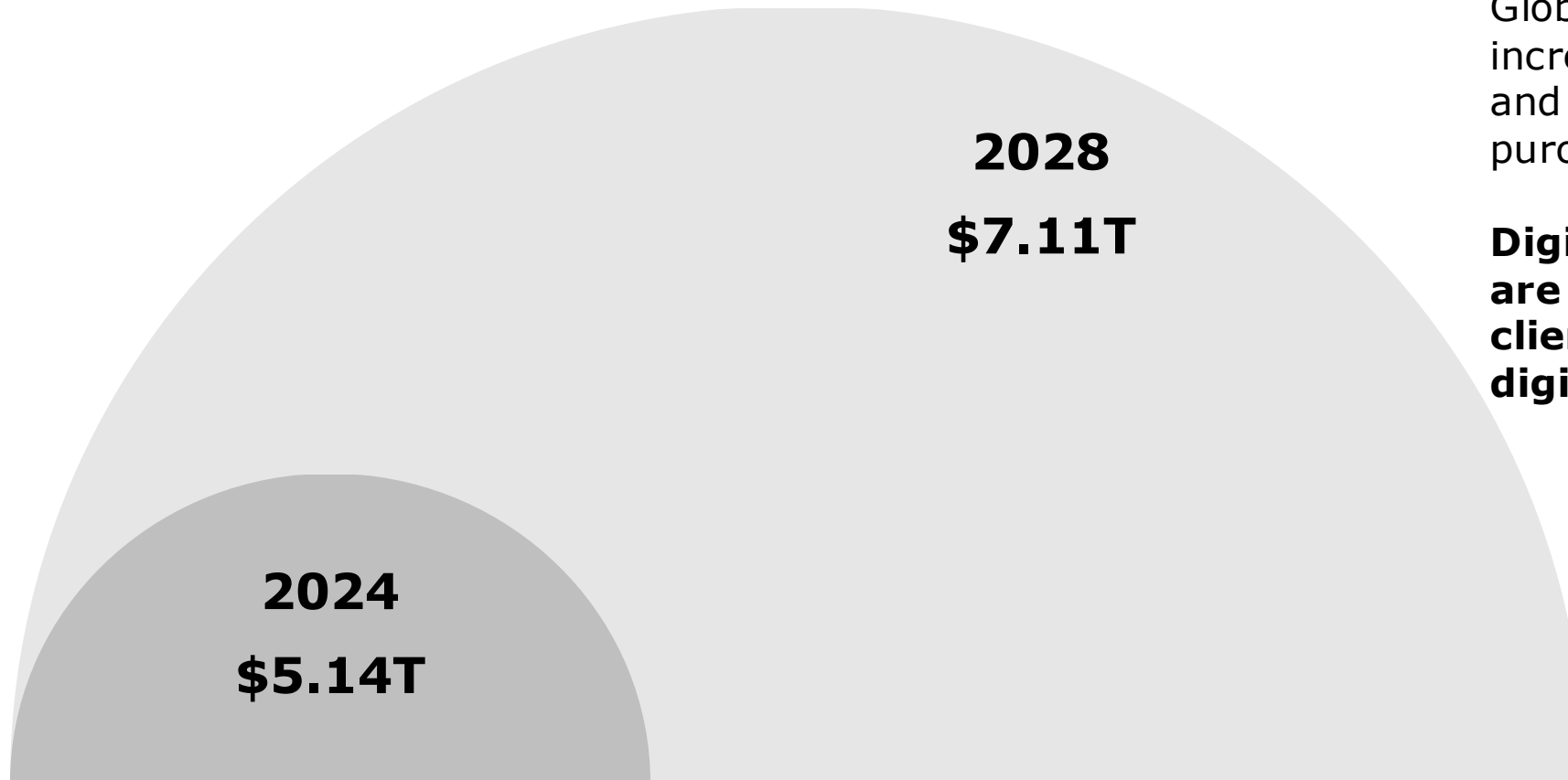
Fully Customizable ESP+ Stores

Showcase only your clients' items, ensuring a seamless, branded storefront.

Meeting Distributor Client Demand

Global E-Commerce Continues to Grow

Global e-commerce saw a 10.4% increase from 2023, driven by new tech and consumer shifts toward online purchasing.

Digital storefronts for distributors are essential for meeting growing client demand for a seamless, digital buying experience

2028

$7.11T

2024

$5.14T

Global e-commerce market, source – eCommerceDB/Statista

What Can ESP+ Stores Do for You & Your Clients?

Set up branded online storefronts in 5 easy steps

How it helps distributors

- **Product library** is the largest in the industry

- **Easy set-up:** intuitive set-up in 5 easy steps

- **Customizable:** Unique, brand-aligned online stores

- **Aggregates orders** efficiently into a single purchase order

How it helps distributor customers

- **Organizes** all products in one easy-to-access place

- **Simplifies** ordering for employees, customers, or partners

- **Ensures brand consistency** across all items

- **Streamlines** and simplifies the ordering process

What our Early Adopters are Saying

"ASI hit all the marks with ESP+ Stores – it's incredibly easy to use and extremely efficient. We were up and running with our first Store within minutes"

"School and spirit wear are great examples of where I can see ESP+ Stores having a positive revenue impact on distributors and their clients. Think about it – there are new parents every year who want to support their students' sports and activities!"

Paul Sheldon
Owner,

Stitch This

ASI# 337141

ESP+ STORES

Build & launch branded client stores with ease.

Employee Recognition

Team Gear

Company Apparel

Fundraising Shop

Healthcare Industry

Visit the ESP+ Stores Booth #1334.

Scan to learn more.

Questions

VISIT US AT **ASI BOOTH #719**
TO LEARN MORE.

Share your feedback on the session with us!

March, 2025